

Leviton Manufacturing, Co., Inc.



Clean Cities Symposium

March 11, 2011

EVSE Consumerism

Agenda

☐ Introduction

☐ Service

☐ Reliability

☐ Value

☐ Discussion

Over a Century of Innovation

Founded 1906 in Brooklyn, NY

- Exceptionally Stable Company
- Only 3 presidents in 100+ years

Isidor Leviton
Founder &
President
1906 - 1965



History of Innovation

- Over 600 patents
- The Patent Board™ ranked Leviton #1 in 2005, 2006 & 2007. In the top 10 for 2008
- The Patent Board tracks and analyzes innovation, movement, and the business value of patent assets across a wide variety of industries globally

Harold Leviton
Chairman, CEO
1965 - 2007



Don Hendler
President
2006 - Present



Leviton Facts

Largest privately held manufacturer of electrical, electronic and telecommunications devices

During our 106-year history, we've built a portfolio of over 26,000 products and...

- Over 600 patents
- We manufacture 2 million units daily
- We operate in over 100 countries
- Employ over 10,000 employees globally
- We provide global sales and technical support

DID YOU KNOW? Nine out of ten homes
in North America contain Leviton products.

Leviton is the most recognized brand in residential and commercial markets

Market leader in residential and commercial wiring devices

#1 Builder Brand

#1 Contractor Brand – Residential and Commercial

#1 Consumer recognized Brand

■ Residential



■ Commercial and Industrial



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LEVITON

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	Residential & Commercial Installation	Product Breadth	Warranty	Brand Awareness	Corporate Stability
	✓ #1 in North America	✓ Residential, Commercial, ChargePoint	✓ Industry leading	✓ #1 recognized brand	✓ 100 year+
Traditional Electrical Device Manufacturers	✓		✓	✓	✓
EVSE Manufacturers	✓	✓			
Automotive Suppliers			✓		
Non-automotive suppliers			✓		✓

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Full EVSE product portfolio-2011



GFCI
Receptacle
Level 1



Level 1
Cord set



Level 2 16A



Level 2 32A



Level 2
Public
EVSE



Level 1 and
2 Public
EVSE

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Product Bulletin for
Level 2 EVSE
Installation Kits



evr-green™ Home Charging Station Installation Kit

Prepares your home for easy, do-it-yourself installation
of Leviton's evr-green Home Charging Stations



Commercially Available In May 2010. Charging Station sold separately.

Leviton introduces our ground-breaking evr-green™ Home Charging Station Installation Kit. An industry first, this revolutionary concept enables you to prepare your home before you purchase a new electric vehicle and home charging station, ensuring you'll be able to enjoy fast-charging from the moment you bring your new car home.

Once the installation kit is installed, all you will need to do to begin charging is to hang your evr-green Home Charging Station on the installed mounting bracket; plug it in, and you're ready to play!

Features and Benefits

- Powder coated steel mounting bracket provides for simple, do-it-yourself installation of an evr-green™ Home Charging Station
- Patent-pending system enables you to upgrade your charging station without the need to rewire
- Product selection and installation is facilitated through Leviton's vast sales and distribution network
- Reduces the need for special permitting
- Can be used in new construction or retrofit applications
- UL Listed components ensure safety



Level 2 EVSE Installation Kit



Leviton has conducted a market research study on EVSE systems

Primary

Interviews
Focus Groups
Online Surveys
Field Tests
Observations

Secondary

Industry publications
Demographics
Ergonomic Studies
Competitive Analysis
Adjacent market

Prior Art

Existing products
Alternative markets
Industry experts
Agency experience

- EV enthusiasts
- Electric Car Clubs
- Automakers
- Utilities
- Fleets – mini-E

- SAE, IWC, NEC, NEMA, Plug-in conferences
- 5% to 95% male/female
- Competitive intelligence
- Hot tub market

- Legacy and current EVSEs
- Consumer electronics, power tools
- UL, ETL, IEC, NEMA
- Inspectors, Electricians, Distributors

Expectations of the plug in vehicle stakeholders

- Value Customer Experience
- Brand Extension
- Cost
- Consistency

Industry/OEM



Utilities



- Authentication
- Networking
- Service
- Control
- Diagnostic

Municipal/University



- Environment Pro-activity
- Service
- Networking
- Safety
- Ease of Use

Enablers



- Product Availability
- Marketability
- Economics
- Access
- Service

Source: online surveys, focus groups

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* UL 2594 EV Cable Secureness Test (Sect. 53)/ Cable Breakaway

PULL TEST DATA

Pull Direction	Strain Relief Resists 75 lbf	Strain Relief Pull Out from Wall	Mounting System Remains Robust	Pass/Fail	
Straight out from wall	Yes	Yes	Yes	Pass	
To the left	Yes	Yes	Yes	Pass	
To the right	Yes	Yes	Yes	Pass	



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Sustainability

- ☐ Enclosure made from nearly 60% recycled materials – we use a PET resin
- ☐ Electronics are lead free
- ☐ Assembled in the USA – we are creating jobs
- ☐ Plug in design allows for modularity and being “future proof”

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Leviton Global Companies

Leviton World Headquarters



Leviton China



Leviton ASEAN
(Singapore)



Leviton Europe



Leviton Middle East (Dubai)



Leviton Canada



Leviton Mexico



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